

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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| JULY 2013



a new
day for
north
las vegas:
an interview
with new
mayor john lee



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The pharmacy bottles in the background have labels from "Rx Pharmacy" and "JOHN SMITH". One bottle is tipped over, spilling white pills.

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taking the show on the road

KRISTIN MCMILLAN
PRESIDENT & CEO



M

Metro Chamber Chairman Jay Barrett issued a call to action in 2013 at the conclusion of his installation remarks: "Let's raise the curtain and get on with the show. This is it."

This is, in fact, **it**. No time like the present to show what's behind the curtain – what our business community has to offer. Nearly 200 businesses did just that at the Chamber's annual Business Expo held at the World Market Center on June 12. Business Expo was an afternoon of "raising the curtain" on new business opportunities and connections. We saw a great diversity in the exhibitors, from Office Depot's innovative electronic white board concept to shoe shining at Storage West, and more than a hundred other exhibitors with inventive products, refreshed services and impressive displays. Business Expo this year saw record attendance and a marked increase in business interactions. As one exhibitor put it, "We did get several leads that are in process at this point, and we plan to book over \$20,000 in sales from this event." Or another, who claimed that Expo outperformed each of the 23 shows in which his company participates on annual basis. The energy radiating from the show floor was palpable and contagious. We're happy you enjoyed the show.

And now the Chamber is taking the show **on the road**.

At Business Expo, the Metro Chamber unveiled the already popular and highly fashionable "BizBug." The Metro Chamber *On the Move* is an initiative that takes the Metro Chamber out of its offices and into the heart of the community to connect with you. We want to hear from you at your place of business. You won't be able to miss us – the BizBug has been spotted at diverse locations including the grand reopening of Atomic Liquors in Downtown Las Vegas where Mayor Carolyn Goodman posed by the BizBug; the Village Square shopping center, where I met with three creative and energetic small business owners; the Mob Dog 'Paw'ty at The Glenn Group; and to celebrate Metro Chamber events, like the Leadership North Las Vegas graduation ceremony at Aliante Casino + Hotel and Eggs & Issues with U.S. Congressman Bill Shuster at the Palms Casino Resort. We're celebrating the people and places that make the Las Vegas business community vibrant, diverse and *fun*. Will it soon be coming to a location near you?

When you spot the BizBug around town, stop by and say hello. Tweet us a photo. Engage and tell us how you're doing. We look forward to seeing you out and about. Now on with the show!

we're celebrating the people and places that make the
las vegas business community vibrant, diverse and fun

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business voice

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8363 W. Sunset Road, Suite 250
Las Vegas, NV 89113
702.641.5822 • LVChamber.com

Kristin McMillan

President & CEO
Las Vegas Metro Chamber of Commerce

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Production Team

John Osborn
Publisher

Cara Clarke
Executive Editor

Greta Beck-Seidman
Managing Editor

Jordan Kabalka
Graphic Designer

MJ Dennis
Production
Coordinator

Advertising
Inquiries
702.383.0337

EDITORIAL POLICY:

The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 8363 W. Sunset Road, Suite 250, Las Vegas, NV 89113.

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chamber news



LEADERSHIP NORTH LAS VEGAS

make your
mark with
leadership
north las vegas

Leadership North Las Vegas is a game-changing program for emerging leaders in the community or those interested in doing business in North Las Vegas. Through ten carefully planned session days, participants are given an up-close "behind the scenes" look at the opportunities and challenges in the Valley. The second half of each day is uniquely dedicated to developing leadership skills and maximizing each participant's leadership potential. Applications are still open for those interested in sharpening their leadership skills and delving into the issues within the Las Vegas community.

For more information or to download an application, visit LVChamber.com/leadership-north-las-vegas. You can also contact Kristen Larsen, program coordinator, at 702.586.3825 or klarsen@lvchamber.com.

congressman heck keeps members informed on key business issues

U.S. Congressman Joe Heck will be the featured speaker at Eggs & Issues, the Metro Chamber's popular breakfast series that brings in federal policymakers for remarks and a town hall-style Q&A session on issues impacting the Las Vegas business community. These sessions provide valuable engagement and interaction with federal representatives of Southern Nevada. To register for this Monday, July 29, event at the Four Seasons Las Vegas, visit LVChamber.com or call 702.641.5822.

give your business recognition for great customer service!



Do you and your staff members go above and beyond to take care of your customers? Nominate your employees for a Customer Service Excellence Award. First-time nominees receive an invitation to the Customer Service Excellence Recognition Breakfast, as well as a certificate, commemorative pin and your company name published on the Metro Chamber's website. Give your business the publicity and recognition it deserves for providing top notch customer service and nominate today at LVChamber.com.



tell us how your business is excellent!

The Metro Chamber, celebrating excellence, diversity, innovation and creativity in the local business community, is giving its members an opportunity to gain publicity by nominating their business for a Business Excellence Award. Sponsored by Nevada State Bank, Business Excellence Award recipients will receive special recognition during the Business Excellence Awards Luncheon on October 10, as well as a special prize package, a feature in the *Business Voice* and yearlong publicity on LVChamber.com. Nominating your business is simple - just tell the Metro Chamber how your business excels in the marketplace. It could be the story of how your company gives back to the community, or a new innovation your business has pioneered. It could be the story of your company culture, or any other unique feature of your business. The deadline to submit nominations is Tuesday, July 30. To nominate a business or get more information on the Business Excellence Awards, visit LVChamber.com.

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news you need

city gives small businesses help with free online business licensing videos

The City of Las Vegas is making it a little easier for business owners to understand the business licensing process. The first of a series of business licensing videos is now available for download on LVChamber.com. In this 3-minute introductory video, you can learn about land use, building types and occupancy requirements before you apply, giving local business owners an advantage in navigating the complexities of business licensing. Other videos will follow, including those dealing with specialty licenses (such as home-based business and liquor licensing requirements). For more information, visit LVChamber.com/getting-business-license.

ftc urges business community to stay compliant with reviews, testimonials

Testimonials, endorsements and customer reviews are a great way to market your products and services. The Federal Trade Commission (FTC) oversees consumer protection laws in advertising and cautions that using misleading or untruthful endorsements – especially those that don't disclose the expected outcome of using the product or service – may result in action taken by the FTC. The organization also urges business owners to be transparent; if there is a connection between the endorser and the product marketer that may affect the evaluation, it should be disclosed (this is most commonly associated with bloggers who are asked to test and review products). For more information on making sure your business is compliant with the FTC Endorsement Guides, visit LVChamber.com/community-links-resources.

what's your audience? sba offers free market research tools to benefit small businesses

Conducting market research is key to identifying your audience and what they want out of your products, spotting trends, and recognizing new opportunities in different markets. While hiring consultants can be costly, small businesses can access a wide range of free resources from the Small Business Administration (SBA), including a wealth of government data on economic indicators and employment statistics, steps on how to identify additional sources of data to tap, and understanding the local, national and international marketplace to best define your target demographics. For more information on accessing these free tools, visit SBA.gov/content/conducting-market-research.



new program gives business owners a new voice at city meetings

A new resource is making it easier for small business owners to comment on local issues that may impact their business. Even if an issue on a City Council or Planning Commission agenda is of importance to your business, you don't always have time to attend a meeting to make a public comment. Now, a new service allows citizens to comment on any agenda item for the City Council or Planning Commission – as soon as the agendas are posted. The comments then become part of the official record, just as they would if the individual was physically present at the meeting or had sent in a letter. Comments populate in real time, allowing the City Council or Planning Commissioners to see them as they are submitted, even while the meeting is occurring. This service is a great resource for small business owners so they can continue to have a voice in local government. To access meeting schedules and agendas, visit LasVegasNevada.gov.

for your benefit

Is your business celebrating a new location? A new product? A special anniversary? Commemorate your business' most important milestones with a Metro Chamber ribbon

cutting ceremony. Ribbon cuttings are free and give your business publicity on LVChamber.com and in the *Business Voice*. Schedule your ribbon cutting ceremony at least 30 days in advance, and then get the word out! Send out an email blast, a flyer and use social media to get attention for your business' special occasion. Your ribbon cutting photo, as well as a 40-word caption describing your business and its celebration, will be published on LVChamber.com and in a future issue of the *Business Voice*. To schedule your ribbon cutting, please contact Georgia Allen at 702.586.3838 or gallen@lvchamber.com.

celebrate your business with a ribbon cutting



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*Robert Eglet, Senior Partner
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metro chamber
champions business
in halls of legislature:
2013 session recap



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he Las Vegas Metro Chamber of Commerce had a strong showing in the halls of the state Legislature, representing the interests of

business by advocating for legislation that would help its members increase business, create jobs and support economic activity and growth. It also vigilantly protected its members from potentially harmful legislation. **You can find an overview of some of the Metro Chamber's priorities below, with a comprehensive legislative summary to follow in a full report to be released soon. Here are ten key bills highlighted during the legislative session.**

For any questions, please contact the Metro Chamber Government Affairs department at 702.641.5822.

AB 413: Southern Nevada Fuel Tax Indexing

Chamber priority to support - Signed by Governor

AB 413 revises provisions relating to fuel tax indexing and will enable Clark County to utilize a fuel tax that is measured by inflation and costs. The Metro Chamber supported the bill because it would help address the critical transportation infrastructure needs in Southern Nevada, vital to economic diversification, economic development and job creation.

SB 391: Studying Nevada's Community Colleges Governance Structure

Chamber priority to support - Signed by Governor

SB 391 authorizes an interim committee to study an alternative governance structure for Nevada's community colleges. Currently, the community colleges are part of the Nevada System of Higher Education, which currently oversees three levels of higher education. The Metro Chamber supported this bill because it will allow the community colleges to be more flexible and responsive to the workforce and economic needs of their communities, as well as give Nevada more of an opportunity to increase its eligibility for federal grant dollars.

SB 322: Revises Nevada Department of Transportation Board of Directors

Chamber priority to support - Signed by Governor

SB 322 revises the provisions pertaining to the composition of the Board of Directors for the Nevada Department of Transportation. It increases the representation of Southern Nevada on the board by one additional seat and removes the Attorney General from the board. Currently, the board consists of four constitutional officers, one representative from Southern Nevada, one representative from Northern Nevada and one representative from Rural Nevada. The Metro Chamber supports a board that is based on population, as well as increased investment in infrastructure.

AB 408: Strengthening Business Impact Statements
Chamber priority to support - Signed by Governor

AB 408 would strengthen the process for state and local entities to complete business impact statements when considering adoption of a proposed rule or regulation. A state agency must make a concerted effort to determine the impact of the proposed regulation. If the information is deemed inaccurate/incomplete, the Legislative Commission or the Subcommittee can reject a regulation on the basis that it did not adequately consider or underestimated the economic effect of the regulation on small businesses. The Metro Chamber supported the bill because it provides transparency and sound policy to consider the potential unintended consequences to small businesses before business regulations are passed.

AB 445: Official Public Meetings Website
Chamber priority to support - Signed by Governor

AB 445 allows the Nevada Department of Administration to establish and maintain an official website for the posting of notices for public meetings. The Metro Chamber supported AB 445 because it will give the public greater access to their government and a better understanding of the policy matters being considered by elected officials, as well as increase transparency.

SB 515: Unemployment Insurance Bonding Capability
Chamber priority to support - Signed by Governor

SB 515 enables the state the capability to issue bonds for the purpose of paying back unemployment insurance funds to the federal government. The funds were borrowed by the state to pay unemployment insurance payments to Nevadans who applied for unemployment benefits. The Metro Chamber supported the bill because it would allow the state to repay the funds back at a lower interest rate and would provide unemployment insurance tax rate stability to employers.

AB 240: Joint & Several Liability
Chamber priority to oppose - Vetoed by Governor

AB 240 would have revised provisions relating to civil actions. Specifically, this bill clarifies that where recovery is allowed against more than one defendant, the defendants are joint and severally liable unless the judge or jury finds comparative negligence on the part of the plaintiff. The Metro Chamber strongly opposed AB 240, as it would open the door to more expensive litigation.

SB 373: Wage Garnishment
Chamber priority to oppose - Vetoed by Governor

SB 373 would have revised provisions of state law pertaining to judgment for payment and would raise the rate of earning exempt from garnishment from 75 to 85 percent. The bill would have authorized

a court to allow a person to pay financial judgment in installments from income that is not exempt from execution. In addition, the court would determine if the individual is unable to pay the judgment. The Metro Chamber opposed SB 373 because of the negative impact it would have on a business' ability to collect payment for services rendered in good faith.

SB 504: English Language Learner (ELL) Programs
Chamber priority to support - Signed by Governor

SB 504 addresses funding needs and programs for ELL, as well as develops and implements a plan for ELL in the state of Nevada. The \$50 million will be used towards supporting and expanding ELL programs in the state and in Clark County. The bill also provides for regional training programs for teachers with the intent to improve their teaching methods when instructing students who are identified as ELL students. The bill also requires the Clark County School District to adopt a pilot program regarding reading skill development center.

The Metro Chamber supported this bill because the provisions will enhance education in Clark County and throughout the state of Nevada. Nevada has the highest density of ELLs than any other state in the country, but currently does not allocate specific dollars to these students.

SB 521: Higher Education Funding
Chamber priority to support - Signed by Governor

SB 521 provides funding to the Nevada System of Higher Education (NSHE), which includes the University of Nevada, Las Vegas, Nevada State College and College of Southern Nevada. The allocation from the state to NSHE for the 2013-2015 biennium budget is \$472.4 million. In this allocation, UNLV, NSC and CSN will see an increase of \$13 million in additional funds to address the funding needs and long-term inequity concerns that have existed within the system. CSN will see the largest allocation of those dollars. UNLV will also see an additional allocation of \$1.72 million for operation and maintenance of research space. Legislators also used the weighted student credit hours formula, based on using a formula driving the cost and allocation for a student based on the number credit numbers that they complete.

\$10 million was also allocated to the Knowledge Fund, which will be available to researchers at UNLV, University of Nevada, Reno and Desert Research Institute for the purpose of promoting their research and innovations with of goal of creating jobs in the private sector.

The Metro Chamber supported this higher education budget as it provides additional dollars to higher education institutions in Southern Nevada and begins to address some of the long-term inequity concerns.

your scene | you're seen



eggs & issues featuring
u.s. congressman
steven horsford
(nv-4)



Congressman Horsford engaged more than 120 Metro Chamber members at the Palms Casino Resort, when he delved into issues impacting the business community, including visa reform for international tourism, infrastructure needs to make Las Vegas a global city and the importance of supporting Southern Nevada's small business community.

eggs & issues featuring
u.s. congressman &
chairman bill shuster
(pa-9)



As Chairman of the U.S. House of Representatives' Committee on Transportation and Infrastructure, Congressman Bill Shuster is one of the nation's leading transportation policy makers. During this session, Congressman Shuster addressed Metro Chamber members on the potential for Interstate 11 and economic diversification across multiple industries, why transportation and infrastructure are paramount to keeping Nevada at the forefront of economic development talks and how infrastructure can lead to a regional boom of business advancement and job creation.



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A NEW DAY FOR
NORTH LAS VEGAS:
MAYOR JOHN LEE

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he Las Vegas Metro Chamber of Commerce sat down with John Lee, the new mayor of North Las Vegas. As a former business owner and State Senator, Lee has a unique and driven perspective on harnessing business opportunities in the North Valley and regionally expanding and diversifying the economy. As he takes office on July 1, his vision for a new day for North Las Vegas, a city beset by economic and financial hardships in last few years, begins to shape into reality.

BV: What are your plans for your first 100 days in office?

JL: Despite the challenges of the past, voters believe in our town, they want it to succeed and they voted for a new vision to take North Las Vegas in a new direction. During this transition period, I have been meeting with other council members to create an outline of the initiatives discussed during the campaign for the purpose of developing a policy blueprint for the next few years. It is critical to use the first 100 days to lay the foundation for the future.

We will begin by forming the Blue Ribbon F.A.C.T. Commission – Financial Accountability for Community Transparency – that will conduct an extensive top-down review of the city's financial situation. North Las Vegas has a financial problem, and fixing any problem begins by carefully diagnosing the problem before prescribing the solutions. I believe the F.A.C.T. Commission will provide an essential report to establish exactly where we are and sound recommendations for a successful and strong recovery. Today is a new day for North Las Vegas.

BV: What is your vision for economic development in North Las Vegas?

JL: I learned a long time ago that success comes when you focus on the challenges two hours a day and focus on success the other twenty-two hours a day. Too often, politicians present nebulous and vague promises about economic development. We know that success in business doesn't happen because we just talk about success; it starts when we pick a specific business, focus on it and work day and night to be successful.

We are going to be specific and aggressively focus on economic development opportunities in aerospace, logistics and healthcare. I believe intensely focusing on strategies that target specific industries will ultimately ensure the growth of all businesses. We are going to leverage our location along I-15 to attract logistics and manufacturing, use our Nellis Air Force Base to attract defense contractors and leverage the new VA Hospital to grow a much needed healthcare sector. Focusing on specific industries encourages accountability and establishes a business identity that serves to attract within the specific industry as well as secondary and tertiary support businesses.



BV: What do you feel are your biggest challenges and opportunities as you take office?

JL: I will be focusing on four challenge areas – our image, communication inside and outside the institution, the financial crisis and community unity. Everyone knows North Las Vegas has suffered through a very difficult time where divisive and ineffective leadership combined with poor decisions and bad financial planning created a perfect storm that nearly destroyed our town. Any recovery attempts have been framed in the problems of the past and mired by yesterday's news.

Unfortunately, we have been focusing too much on the difficulties in every opportunity, whereas our success comes from focusing on the opportunity in every difficulty. Opportunities are never lost; someone else gets them. Our challenges are also our greatest opportunities. I know that challenges of the past are our opportunities and successes of the future. Success is the fruit of opportunity grounded in the soils of difficulty.

BV: North Las Vegas has significant financial hardships and has not always had a positive image as a city. How do you plan to address the city's financial hardships and improve the image of the city?

JL: Today is a new day. Voters decided to close the door to our past and open a new door to the future. Our first step will be addressing our financial situation through an independent and thorough review of our city's financial situation. We must push the “reset button” and remove the cloud of uncertainty created by past decisions, because today is a bright and clear new day!

The council's Blue Ribbon F.A.C.T. Commission will be an independent commission composed of city stakeholders, financial experts from the Governor's office, accounting professionals and community leaders. The commission will put everything on the table and thoroughly go through city finances and policies line by line. The commission will have a mandate to return and report to council by December 1, with its conclusions consisting of the financial condition of the city, recommendations for changing or adopting new policies and procedures, and recommendations for implications of best practices.

BV: As a business owner, how do you think the City of North Las Vegas can promote itself and its assets to attract new businesses and industries?

JL: The F.A.C.T. Commission will help establish a trusted baseline of the financial condition of the city, and assist in the implementation of policies to repair North Las Vegas and ensure a prosperous future. Certainty in the condition and direction of the city will help businesses invest in our community. North Las Vegas is made up of smart and visionary business leaders, passionate and effective community activists, talented and experienced professionals, and other citizens capable of doing great and wonderful things.

The challenge is harnessing all these qualities and focusing them on our town's success. We are already forming groups around each of the three economic development areas and will be creating a governance structure within city government to promote and attract new opportunities to support these areas. All businesses will know that North Las Vegas, the home of Nellis Air Force Base, is open for business!

BV: How will you align the four wards in North Las Vegas, and how does that fit in on a regional level?

JL: We must have a regional strategy. I believe all roads to our valley's success travel to and through North Las Vegas. We will be a regional partner that is a self-sufficient team player committed to regional cooperation and growth. Our history of not playing well with others is just that – history! I will seek win-win regional solutions that promote long-term shared successes, not short-term individual victories.

BV: One of the Metro Chamber's priorities is the designation of Tule Springs as a national monument. How will the designation help economic development and diversification efforts, as well as revitalize the area?

JL: I believe Tule Springs Fossil Beds National Monument is not only culturally and historically significant, but has the potential to provide a positive economic effect on our city. A large portion of the national monument borders residential real estate on the mountain's bench, with sweeping views on the valley at night with federally protected mountain views during the day. The monument is a unique urban monument providing opportunities for our region's underserved urban populations to visit and learn while at the same time attracting millions of park visitors to our city.

BV: You have identified infrastructure and transportation as two priorities of yours. What are the most pressing needs, in terms of infrastructure and transportation, in North Las Vegas?

JL: I have identified logistics as a priority. Our prime industrial real estate location next to I-15 positions North Las Vegas to be a regional leader in transport, distribution and operations. The proposed I-11 to Phoenix will further position our city to be a national leader in logistics and operations. Completion of North 5th, the NLV Expressway, will be an important road connecting our community and moving visitors through our town toward the entrance of Tule Springs National Monument.

BV: How do you see the Metro Chamber and the North Las Vegas business community aligning and working together for the future of North Las Vegas?

JL: Within days of winning the election I met with business leaders and the Metro Chamber to begin discussions on how we can work together. In the next few months, we will be unveiling an ambitious strategy of cooperation that will include innovative private-public partnerships and programs to maximize the relationship between the two institutions and establish North Las Vegas as the place to conduct business in the valley.

BV: You also supported streamlining the business licensing process. As Mayor, what steps need to be taken to make these streamlined processes happen?

JL: As a state Senator, I wrote the bill to centralize and streamline the business licensing process. As Mayor, I will further implement the legislation so that businesses can obtain licenses for all municipalities in one simple stop. Newly Elected Councilman Issac Barron is spearheading an effort to streamline the business licensing and permitting processes at City Hall and make the processes more efficient and business friendly. Throughout the valley, there really is limited space for large businesses to relocate – except North Las Vegas. Our region depends on our ability to accommodate and help businesses succeed. I want our businesses to concentrate on job creation not government regulation. I want them to be healthy and profitable, because when they succeed we ALL succeed. Today is a new day; it is the first day of our community's bright future. North Las Vegas is New Las Vegas and we are open for business!

bizbug

METRO CHAMBER BIZBUG DRIVES BUSINESS:

“METRO CHAMBER ON
THE MOVE” INITIATIVE TO
VISIT MEMBERS, EVENTS
AROUND TOWN



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he Metro Chamber is on the move. It debuted its “Metro Chamber on the Move” campaign at Business Expo by unveiling the BizBug. The inimitable 2013 Volkswagen Bug will be out and about visiting member businesses and finding out about their successes, as well as the

challenges they face today, what opportunities they see, and how the Metro Chamber can help them grow their businesses. BizBug will also be stopping by member and community events, giving the Metro Chamber leadership a chance to see and take part in the business community “in action.”

On its first official outing at Village Square, Metro Chamber president and CEO Kristin McMillan met with several of the vendors in the shopping center, including Sheri Stewart, owner of Rocket Fizz; Helen Edell, owner of Alligator Soup; and Michelle Lindberg, owner of NVpcfix, for a discussion on how their businesses are doing. All three are enjoying additional traffic to their shopping center home, and credit Sentinel Development Services, the owner of the shopping center at Ft. Apache and Sahara, with upgrading and promoting the

shopping center to a bustling and booming area that has attracted new and regular clientele for each of them. It was a morning that celebrated the collaborative spirit of the business community, with all three business owners offering up how they have promoted and helped one another to keep their businesses growing and thriving.

The Metro Chamber encourages its members, if they see the BizBug out and about, to stop by and say hello. Tweet a photo, and be sure to tag #bizbug. Join the Metro Chamber out and about. If you would like the BizBug to make a stop at your business or event, visit LVChamber.com/chamber/bizbug to make a request.

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BE “SUN WISE!”



I

t is summertime in Las Vegas, which means temperatures above 100 degrees daily, blasting the air conditioning and sitting by the pool. Exposure to the sun and ultraviolet (UV) radiation is a prevailing issue, especially during the summer, in the Las Vegas Valley.

Protecting yourself from overexposure to UV radiation is simple if you follow the action steps below daily:

Do not burn. Five or more sunburns double your risk of developing skin cancer.

Generously apply sunscreen to all exposed skin using a sun protection factor (SPF) of at least 15 that provides broad-spectrum protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Reapply every two hours, even on cloudy days, and after swimming or sweating.

Wear protective clothing, such as a long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses, where possible.

Seek shade when appropriate, remembering that the sun's UV rays are strongest between 10:00 a.m. and 4:00 p.m.

Use extra caution near water, snow, and sand as they reflect the damaging rays of the sun, which can increase your chance of sunburn.

Watch for the UV Index. The UV Index provides important information to help you plan your outdoor activities in ways that prevent overexposure to the sun's rays. Developed by the National Weather Service and the Environmental Protection Agency (EPA), the UV Index is issued daily nationwide.

Get Vitamin D safely through a diet that includes vitamin supplements and foods fortified with vitamin D. Don't seek the sun.

Early detection of melanoma, the most serious form of skin cancer, can save your life. Carefully examine all of your skin once a month. A new or changing mole in an adult should be evaluated by a dermatologist.



For More Information

To learn more about how to protect yourself from overexposure to the sun's UV rays, call EPA's Stratospheric Ozone Information Hotline at (800) 296-1996 or visit the SunWise Web site at EPA.gov/sunwise/.

The information is brought to you by Chamber Insurance & Benefits, administrator of the Chamber Health Plan. For information on insurance coverage options for your business, go to ChamberIB.com. This month's content is provided by the Environmental Protection Agency.

what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **JULY**

eggs and issues with
u.s. congressman
joe heck



JULY **29**

how
to
register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

01

**MONDAY
CHAMBER CONNECTIONS**

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 - 7:00 p.m.

Holiday Inn Express Hotel & Suites

6220 S Rainbow Blvd

\$120 every six months. Chamber members only.

02

TUESDAY

Chamber Connections

See July 1 for details

08

**MONDAY
VEGAS YOUNG PROFESSIONALS
TOASTMASTERS**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 - 8:00 p.m.

Usr lib (In the Emergency Arts Building)

520 E Fremont St

FREE for guests

\$60 to join, \$36 every six months.

09

**TUESDAY
VYP MORNING BUZZ**

Enjoy a FREE light breakfast and meet VYP Ambassadors an members of the Advisory council for an informal Q&A session.

7:30 - 8:30 a.m. Check-in & Networking

The Innovation Center

6595 Edmond

Complimentary.

09

**TUESDAY
CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

10:45 a.m. - Noon

Penta Building Group

181 E Warm Springs Rd

\$54 every six months. Guests always complimentary.

15

**MONDAY
CHAMBER CONNECTIONS**

See July 1 for details

16

**TUESDAY
CHAMBER CONNECTIONS**

See July 1 for details

18

**THURSDAY
VYP FUSION MIXER**

Join Vegas Young Professionals for a night of networking to celebrate the grand opening of McFadden's Restaurant and Saloon.

6:00 - 8:00 p.m.

McFadden's Las Vegas

6593 Las Vegas Blvd S (in Town Square)

Las Vegas, NV 89119

Online: \$10 for members, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Chamber Insurance & Benefits, Cox, UnitedHealthcare, Wells Fargo

00 - CHAMBER EVENT

00 - VYP EVENT

business after hours at victory's bar and grill

JULY 24

vyp fusion mixer at mcfadden's las vegas

JULY 18

22

MONDAY VYP TOASTMASTERS

See July 8 for details

23

TUESDAY NEW MEMBER BREAKFAST

Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:00 - 7:30 a.m. Check-in & Networking

7:30 - 9:00 a.m. Program

SpringHill Suites By Marriott

2989 Paradise Rd

Sponsor: Chamber Insurance & Benefits, Office Depot, Wells Fargo

23

TUESDAY CHAMBER VOICES TOASTMASTERS

See July 9 for details

24

WEDNESDAY BUSINESS AFTER HOURS

Network and promote your business in this fun and casual environment armed with both classic arcade games and modern Xbox 360s.

Victory's Bar and Grill at The Cannery Hotel & Casino

2121 E Craig Road

5:30 - 7:30 p.m.

Complimentary for Chamber members and their guests.

Sponsor: Chamber Insurance & Benefits, Wells Fargo

29

MONDAY EGGS AND ISSUES FEATURING U.S. CONGRESSMAN JOE HECK

Congressman Heck will address important federal issues impacting the Southern Nevada business community and participate in a Q & A session.

Four Seasons Las Vegas

3960 Las Vegas Blvd S

7:30 a.m. - 8:00 Registration

8:00 a.m. - 9:00 a.m. Program

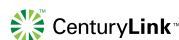
\$40 for members, \$55 for non-members

\$400 for table of ten, members

Table purchase includes two VIP Meet & Greet tickets

Sponsors: Chamber Insurance & Benefits, CenturyLink, Sunrise Health System, Touro University, Southwest Gas

july sponsors and hosts:





STOP THE MARGIN TAX FROM KILLING JOBS AND HURTING NEVADA'S ECONOMY

Initiative Petition (IP-1), also referred to as the Margin Tax, will be on the November 2014 general election ballot. **If passed, it would impose a 2% margin tax on all Nevada business with annual revenues – regardless of profit – of more than \$1 million.** (IP-1) will impose a tax on a business, even if there is no profit.

Here's What You Need to Know:

- The Margin Tax will cost jobs, make it harder for employers to operate and will harm economic recovery.
- The Margin Tax will create a complicated tax code, requiring businesses to spend scarce resources just to figure out how to comply. In Texas, 45 bills had to be introduced to address complications with a similar tax. Problems still persist.
- The Margin Tax would expand government and bureaucracy in order to implement the tax.
- And most importantly, there are no guarantees that money from the Margin Tax will ultimately go to schools or students in the classroom.

This teacher union-sponsored effort is misleading. Union sponsors have admitted in district court that there is no guarantee that the revenue generated from the Margin Tax would actually be used for educational programs that will enhance classroom results.

The Las Vegas Metro Chamber of Commerce believes that the teacher union-backed Margin Tax is not the right solution for Nevada to fix education for our children. In fact, it may hurt children and families more than it helps.

That's why the Metro Chamber has created the "Fix Education First" political action committee (PAC). This state PAC will provide the necessary resources to assist the Metro Chamber in educating the public and defeating this flawed tax policy headed for the 2014 general election ballot.

The campaign against (IP-1) will require substantial time and resources; that's why we're calling on you for support!

Your contribution to "Fix Education First" ensures that this destructive tax on business does not pass on the ballot in November 2014. Only then can we focus on real solutions to fix Nevada's education system.

To make a contribution or add your name to a growing group of businesses against the Margin Tax, visit LVChamber.com. For more information, contact the Metro Chamber Government Affairs team at 702.641.5822.

committee & staff spotlight

Each month, the Metro Chamber highlights staff members and volunteers with its councils and committees. These individuals make the Metro Chamber a vibrant, continually forward-moving organization. Be sure to introduce yourself the next time you see them!

committee spotlight: doug bradford, chair, military affairs committee

Doug Bradford serves as the chairman of the Military Affairs Committee. Bradford is the Las Vegas Center Director of the new USO Las Vegas, giving him a unique perspective on military and veteran affairs, needs and opportunities within the business community. Under his guidance, the committee will expand to create networking and business-building opportunities between the Southern Nevada military community and the local business community.

Bradford has been Center Director of the USO Las Vegas at McCarran International Airport since June 2010. Since opening the facility, Bradford has helped welcome more than 85,000 military guests to the center, which was recently named the Top Mid-Size Airport Center in the country. Prior to his appointment, Bradford spent 25 years in Las Vegas in the communications industry, holding positions in news reporting, real estate, government affairs and fundraising.

on the front lines of helping members grow their business...

Monica McColor, Events Specialist – In her role at the Metro Chamber, Monica assists members with registration for more than 100 annual events, and ensures that each Metro Chamber member knows where to go, what to expect and how to access the benefits of an event, as well as encourages them to go with a networking attitude and plenty of business cards. Her favorite part of working at the Metro Chamber is knowing that members rely on her as a “one stop shop” for benefit and event information, and knowing that she can make a difference to Metro Chamber members in building their businesses. In her free time, she enjoys taking care of her five fish tanks and playing Spades.

Georgia Allen, Member Relations Coordinator – Georgia helps Metro Chamber members from the moment they become members. From ensuring that ribbon cuttings go perfectly for a member’s special occasion to helping connect members with one another through the Ambassadors program, she thrives in helping members build business relationships with one another. She enjoys meeting and working with Metro Chamber members on a daily basis to make their networking and events memorable. When she’s not enjoying a ribbon cutting ceremony with members, Allen enjoys music and visiting the beach.



spotlights

(B) Mesut Ozkan

CEO/President, Crown Regeneration

Mesut Ozkan founded Crown Regeneration Corporation of Nevada, an anti-age miracle of the century for men and women. He dedicates his efforts to guaranteeing the assurance of premium customer service and takes pride in the quality of the product manufacturing and marketing for domestic and worldwide distribution. Ozkan has more than 30 years of experience with international import/export business. He speaks five languages.

(A) Kimberlie Shea

General Manager, Breguet Boutique

Kimberlie Shea is a luxury industry professional with more than 10 years of management experience in Boston, New York, Los Angeles and Las Vegas, with expertise in jewelry and prestige watches. Shea graduated from Pepperdine University with a Master's in International Business. She relocated to Las Vegas in 2010 to open the Breguet Boutique at the Bellagio. She worked closely with the Getty Museum in 2011 while Breguet sponsored The Paris Life & Luxury Exhibit.



(D) Lisa Marie Valdez

Owner/Director, Gavin Jaxson's Innovative Children's Center

Together with her business partner, Lisa Marie Valdez has provided patient care services in hospital environments, serving the community as a registered nurse for more than 25 years. She has extensive experience working in emergency departments, pediatric services, flight nursing, supervisory positions and administrative roles. She has now assumed the role of advocate for children requiring care services, and is passionate about improving access to premiere services to promote improved outcomes for all children.

(C) Nelson Diaz

Assistant District Manager, Firestone Complete Auto Care

Nelson Diaz was named Assistant District Manager for the Bridgestone Retail Operations Arizona/Las Vegas District in October 2012. Diaz oversees the daily operations of all Firestone Complete Auto Care (FCAC) stores in the Las Vegas Metro area. Throughout his more than 15 years with FCAC, Nelson has held various positions at the store, district and regional level. Diaz and his team are committed to providing Las Vegas residents with the highest level of automotive service available.

president's
club

Mary Thompson**President, Capstone Risk Management & Insurance**

A 25-year Nevada resident, Mary Thompson has been in the insurance industry for more than 30 years. Her experience includes sales and executive management for all insurance coverage, specializing in property, casualty, workers' compensation and employee benefits. Thompson utilizes her technical expertise to review each client's exposure from a risk management perspective.

Chris Breed**CHA, RRP, Regional Vice President, Southwest, Desert Rose Resort**

Chris Breed has assisted with the renovations of five resorts within Shell Vacations Club. Renovating and opening of the Desert Rose Resort is what brought her to Las Vegas. Upon completion of that project, Breed was promoted to regional vice president. In this position, she oversees the operations and associations of seven resorts. Breed also serves as president and vice president on several condominium association boards.

Bart Jones**CFO, Merlin Contracting & Developing, LLC**

Merlin Contracting & Developing, LLC, is the premier custom home builder in the Las Vegas Valley. Bart Jones, a Las Vegas native, graduated from UNLV in 1975 before owning, managing, and marketing agricultural businesses, and developing facilities for processing agricultural products on the big island of Hawaii. In 1994, Jones and his family returned to Las Vegas to work with Merlin Contracting. He serves on the Board of Trustees for the Las Vegas Metro Chamber of Commerce.



executive
level

Tim Crowley**President, Nevada Mining Association**

Tim Crowley has been president of the Nevada Mining Association since 2008. Prior to this position, he ran his own lobbying firm, the Griffin Crowley Group, was the director of public affairs for the Nevada Resort Association, and served as the director of government and community relations for the Nevada Mining Association. Crowley is a native of Reno and graduated from the University of Nevada, Reno, in 1992.

Larry Goldstein**Owner, Rapid Refill**

Larry Goldstein is the owner of Rapid Refill Las Vegas, a business that recycles ink and toner cartridges and remanufactures to the exact standards as new brand name cartridges. Prior to owning Rapid Refill, he held sales and marketing positions with companies such as IBM, MCI and AT&T. Goldstein earned an Electrical Engineering and Business degree from the University of Southern California.

Douglas Geinzer**Chief Executive Officer, Southern Nevada Medical Industry Coalition**

Doug Geinzer is an influential leader in the healthcare employment arena. He has built and sold several media and employment-related businesses since he moved to Nevada from Pittsburgh, PA. Geinzer currently serves as president of the Las Vegas Metro Chamber of Commerce Business Council and sits on the boards of the American Heart Association and the Governor's Workforce Investment Board for the State of Nevada.

business expo:

CONVERSATION,
COLLABORATION
AND CONNECTION!



A

bout 2,000 attendees and 200 exhibitors agreed: Business Expo was the place to meet, connect and get business done. With Metro Chamber members displaying their products and services to the business community on a sold-out show floor, it was an afternoon of new leads, scheduling follow-up appointments and forming new professional alliances.

During the show, members of the business community received show-only discounts and special offers, sampled cuisines from some of Las Vegas' most popular eateries and visited with different agencies and entities to access resources to help their business on Resource Road, including the Small Business Administration, city licensing bureaus, SCORE and Nevada JobConnect. For the first time ever, attendees also had the opportunity to meet with purchasing officers from Nellis Air Force Base, Clark County and the Small Business Administration in the Procurement Lounge.

During the show, attendees and exhibitors reconnected with one another, built new business relationships and helped promote the Las Vegas business community. The Metro Chamber thanks the sponsors, exhibitors and attendees who helped make the day such a success for the local economy.

As one exhibitor stated, "Great show. We currently participate in 23 shows a year and the general consensus from our staff was that your show is number one. Great job on the layout, flow, attendance, expo management and most important, caliber of businesses and attendees."



CONGRATULATIONS TO THE BOOTH CONTEST WINNERS!

These Metro Chamber member businesses went above and beyond with their booth décor and employee engagement, and were recognized by Bob Orgill, member of the Metro Chamber Business Council, and Peggy Franzino, vice president of membership for the Metro Chamber.



1st Place
Best Booth, Small Company – I Do Diamonds



2nd Place
Best Booth, Small Company – Sumnu Marketing



1st Place
Booth Most Likely to Gain My Business – Office Depot



2nd Place
Booth Most Likely to Gain My Business – CenturyLink



1st Place
Best Booth, Large Company – Search Control



2nd Place
Best Booth, Large Company –
Las Vegas Convention and Visitors Authority

member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL



The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

upcoming events

The **Little Miss Hannah Foundation** will hold its second annual community event July 24, from 5:30 to 9:00 p.m. in the **Town Square** Park. Bring your family down for a fun evening of music, activities, dancing and raffles while raising money to help support local families of children diagnosed with rare, life-limiting and complex medical conditions.

community service

City National Bank announced it has partnered with **Three Square Food Bank** on a number of volunteer outreach projects supporting its backpack and food sorting programs for hungry children and families in Southern Nevada. The bank also announced it has contributed \$2,500 to Three Square in support of the fifth Annual DISH Las Vegas fundraising event on September 26, 2013.

Three Square Food Bank received a \$25,000 grant from Morgan Stanley to fund its Backpack for Kids Program, a child hunger initiative that helps to make sure kids are fed when they are not in school.

Ubiquita, Inc. recently donated and sponsored a booth at the **Ronald McDonald House Charities of Greater Las Vegas'** ninth annual Runnin' for the House 5K Run and 1 Mile Walk.

Findlay Toyota recently donated \$10,000 to After-School All-Stars Las Vegas. Since 2005, Findlay Toyota has given a total of nearly \$70,000 in combined cash and in-kind donations to this organization that provides enriching after-school activities for Clark County students who otherwise do not have opportunities to participate in cultural, academic, recreational and social programs.

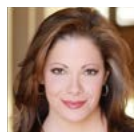
congratulations

The American Public Works Association recently named the **City of Las Vegas'** Public Works Project, **The Mob Museum**, a 2013 Public Works Project of the Year. The APWA will present the award for Historical Restoration/Preservation \$25 Million - \$75 Million, during its 2013 International Public Works Congress and Exposition Awards Ceremony in Chicago from August 25-28.

Kolesar & Leatham attorneys Alan Lefebvre, Matthew Christian, Robert Caldwell, Elliott Eisner, Nile Leatham, Scott Cook and Georlen Spangler have been recognized as *Super Lawyers* from the Mountain States region. Natalie Cox, William Schuller and Shlomo Sherman were named Mountain States *Rising Stars*.

The North American Board of Certified Energy Practitioners recently gave Matt Van Note, project developer at **Bombard Renewable Energy**, the solar industry's leading recognition of technical sales expertise, and is now a NABCEP Certified PV Technical Sales Professional.

Lionel Sawyer & Collins announced that 15 of its attorneys have been recognized in the 2013 edition of *Nevada Business Magazine's* annual "Legal Elite" rankings. The firm also announced that 24 of its attorneys have been selected for inclusion in the 2013 edition of *Super Lawyers* for the Mountain States region.



Gina Bongiovi, managing partner of **Bongiovi Law Firm**, received NAWBO's 2013 Women of Distinction Rising Star Award.

Publisher Chambers and Partners recently recognized **Brownstein Hyatt Farber Schreck** in its annual *Chambers USA Guide* with top Nevada practices in corporate/commercial, gaming and licensing, labor and employment: ERISA, litigation: general commercial and real estate law.

Greenberg Traurig, LLP announced Jodi R. Goodheart has joined its Las Vegas office as a shareholder.



In its 2013 edition, *Super Lawyers* recognized 22 attorneys from **Snell & Wilmer's** Nevada offices in its Mountain States region. Also, the *Lawyers of Color's* Inaugural Hot List for the Western U.S. region recently included attorneys Nicole A. Ong of the firm's Phoenix office and Karl O. Riley of the Las Vegas office.



Wynn Las Vegas recently recognized its top four employees during the annual STARS of the Year dinner at The Country Club. Laurince Lovelace, Orvil Garita, Jean Nylin-Smith and Kenneth Hatton were each honored at the celebration and presented with checks for \$5,000 by Maurice Wooden, president of Wynn.



announcements



IZ Design Studio announced Jeni Panars has joined its team as a project manager.



Nevada State Bank announced it has promoted Crissy Semeraro to senior vice president/bank operations manager.

The Department of Employment Training and Rehabilitation recently appointed Amelia Gulling, the **Desert Research Institute's** GreenPower program administrator, to Nevada's Clean Energy Council.

Jennifer Carleton, a shareholder with **Brownstein Hyatt Farber Schreck**, was recently appointed to serve as secretary of the Discovery Children's Museum Board of Directors.



Walters Golf announced the promotion of Josh Hill to corporate vice president of marketing, and the addition of Gina Mann as vice president of sales, overseeing sales at Bali Hai, Royal Links and Desert Pines golf courses.

The Nevada Sesquicentennial Planning Committee has retained **The Glenn Group** to provide public relations services to promote the statewide celebration of Nevada's 150th birthday.

Vegas PBS announced that Patricia Falvey has been named the station's new director of development - corporate support & philanthropy.

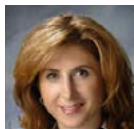
Duane Morris LLP announced that Michael M. Miles has joined its Las Vegas office as special counsel with a focus in surety and construction law.



The Firm Public Relations & Marketing promoted Jasen Woehrl to senior vice president and named Aimee Romero senior public relations specialist.



CIM Marketing Partners announced Darren L. Hankel has joined as principal.



Stacy Rocheleau, founder of **Right Lawyers**, has been invited to join the board of directors of **Goodie Two Shoes**.

wheeling and dealing

SkyWire Media, Inc., a national Mobile Content Enabler, announced an agreement with Las Vegas-based **Cobalt Data Centers** to provide high-availability data center and interconnection services for its fast growing mobile solutions business.

Help You Save Insurance has moved to its new office located at 8565 South Eastern Ave., Suite. 160.

Textbroker International, a content writing company, moved to a 2,200 square foot office space at 9484 West Flamingo Road, Suite 270. The tech firm's workforce has increased 50 percent to 50 employees in less than a year, outgrowing its previous office.

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in the know

DEMYSTIFYING PROCUREMENT - HOW TO DO BUSINESS WITH THE GOVERNMENT

Procurement is a big word that has a simple meaning - acquiring goods and services for the best possible cost and at the best possible time to benefit others. It is a term most often used within governmental agencies - and the U.S. federal government is the largest single purchaser in the world, buying more than \$500 billion in goods and services each year.

The process of securing a government contract can sometimes be daunting, especially for small businesses with limited staff, resources and time. However, there are steps small businesses can take to establish the necessary groundwork to pursue government business. It is also important to know there are resources designed specifically to help small businesses throughout the procurement process from the U.S. Small Business Administration (SBA), your local Small Business Development Center (SBDC) and your local Procurement Technical Assistance Center (PTAC).

Before you invest the time into marketing your business to the government and submitting a bid or proposal, you'll need to do some homework. In order to submit any bid or proposal to the federal government, certain basic steps are required regardless of the federal agency you wish to do business with:

- **Get a D-U-N-S Number** - The federal government uses D-U-N-S numbers to identify vendors in their databases. Obtain a D-U-N-S number at no charge by visiting <https://iupdate.dnb.com/iUpdate/companylookup.htm>.
- **Determine Product & Service Codes** - Most federal agencies use the North American Industry Classification System (NAICS) to identify products by manufacturer type. To find the NAICS code for your product, visit <http://www.census.gov/epcd/www/naics.html>. For the Department of Defense (DoD), you will also need to know your Federal Supply Class or Service code (FSC), which you can find at <http://www.logisticsinformationservice.dla.mil/H2/search.aspx>.
- **Register with the System for Award Management (SAM)** - Visit <http://www.sam.gov>. When you register at SAM, you must provide your D-U-N-S number, NAICS codes, average number of employees and average annual gross receipts to determine whether your business is considered small for your industry.

Once these steps have been completed, it is important to develop personal relationships with contracting officers and buyer representatives. It is also critical to obtain any and all of the certifications for which your business qualifies, including a small, small disadvantaged, women-owned, veteran-owned



or HUBZone-certified business. Certifications do not guarantee contracts but they do represent another important marketing tool for small businesses to utilize when seeking government contracts and can provide your business with a competitive advantage.

The Nevada Procurement Technical Assistance Center (PTAC) is part of a nationwide network of business counselors committed to helping Nevada small businesses improve upon their marketing skills for both prime contract as well as sub-contract opportunities across all types of government agencies - federal, state and local. Nevada has administered the state-wide PTAC since 1985, and the program is a part of the Nevada Governor's Office of Economic Development.

Its goal is to increase the number of Nevada companies capable of doing business with the government and connect those companies with lucrative opportunities to expand their business into the government sector. The Nevada PTAC Procurement Outreach Program provides services free of charge such as one-on-one counseling, bid-matching, workshops and buyer matchmaking events. For more information about the Nevada PTAC, please visit <http://www.diversifynevada.com/programs-resources/procurement-outreach>.

If you are interested in adding the government as a potential customer, the latest edition of the Braddock's Procurement Opportunities Guide, sponsored by Microsoft, is available online to small businesses. The guide provides an in depth overview and helps demystify the procurement process. To access this guide, visit LVChamber.com.



By: Lyndee Cichon, Director, Nevada Procurement Technical Assistance Center, Procurement Outreach Program, Governor's Office of Economic Development

healthcareheroes2013



Coming in September

In September, *Nevada Business Magazine* will publish a special report for Nevada's Healthcare Heroes in honor of 20 individuals that have contributed to the welfare of healthcare in our state. In conjunction with the report, *Nevada Business Magazine*, along with corporate sponsor Anthem Blue Cross Blue Shield, will host the 8th annual Healthcare Hero Awards event recognizing these Healthcare Heroes, who are chosen by a blue-ribbon panel of experts in the healthcare field.

For more information about Healthcare Heroes
or to be a part of this special report,
go to nevadabusiness.com/events or call 702.735.7003.

P R E S E N T E D B Y

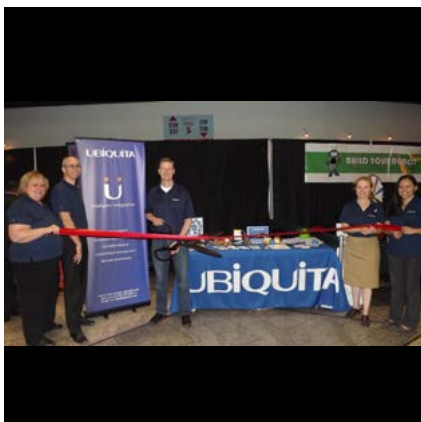
Anthem  

Nevada Business
the decision maker's magazine

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



UBIQUITA

Ubiquita celebrated its Metro Chamber membership. It is a Las Vegas based company providing enterprise-quality, intelligently-integrated communication and IT services to small and medium-sized businesses with fanatical customer support in a single affordable monthly bill. Call 702.789.6001 or visit ubiquita.com.



PC PERFECT PRINCESS CUT DIAMONDS

Perfect Princess Cut Diamonds commemorated its Metro Chamber membership. I Do Diamonds, Inc. is a direct importer and American Gem Society supplier of ideal and premium cut loose diamonds. It has been in business more than 10 years. Call 702.369.0850 or visit idodiamonds.net.



WOMEN'S CHAMBER OF COMMERCE OF NEVADA

Women's Chamber of Commerce of Nevada commemorated 11 years of helping businesswomen in the community. The Women's Chamber of Commerce of Nevada® formed as a State Chamber and deals with issues concerning women from Las Vegas to the State Capital and all the way to the White House. Call 702.733.3955 or visit womenschamberofnevada.org.



PC-MANN

PC-Mann commemorated its grand opening. It provides quality work for a fair price with a commitment to customer service and satisfaction. It specializes in computer network, hardware, software installation, setup and support. PC-Mann has developed and successfully implemented many custom solutions. Call 702.592.2101 or visit pc-mann.com.



VPiX

VPiX announced its grand opening. VPiX is a cloud-based platform that lets anyone create its own virtual tours. VPiX is simple to use and affordable. Call 866.902.3600 or visit vpix360.com.



WHOA! FOODS

Whoa! Foods commemorated handcrafting delicious toffee and chocolates for more than 20 years. Whoa! Foods is dedicated to providing comfort and support to soldiers and their families. This Valentine's Day, volunteers mailed more than 2,000 cards and letters to soldiers in Afghanistan. This was made possible by the Douglas J. Green Memorial Foundation. Call 702.204.6602, visit whoafoods.com.

SPONSORED BY:



PC - President's Club

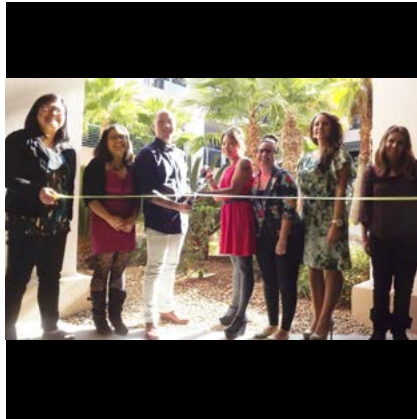
EL - Executive Level

\$ - Chamber Member Discount



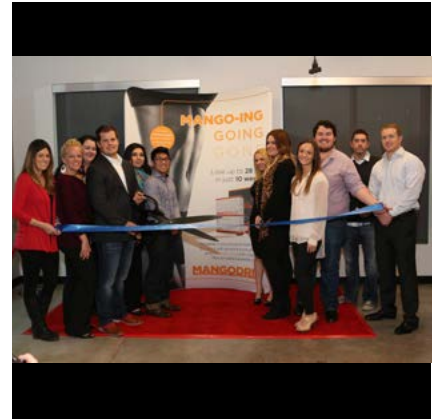
JGS GROUP

JGS Group celebrated its Metro Chamber membership by engineering marketing strategies, events and media with passion and resonating in every project, with every client and across all audiences. JGS Group creates the “strategy,” so that you can deliver the “style.” It is “where strategy meets style.” Call 702.998.9098 or visit thejsgroup.com.



EL LIAISON BEHAVIORAL HEALTH & COMMUNITY OUTREACH, LLC

Liaison Behavioral Health & Community Outreach, LLC commemorated its new location at 2470 St. Rose Pkwy. It is the catalyst for change, providing a safe and welcoming place for mental health. It ensures its care is individually tailored and affordable. Call 702.778.3527 or visit liaisonbehavioralhealth.org.



truDERMA

truDERMA announced the grand opening of its new Las Vegas office at 8840 W. Russell Rd. truDERMA is a nutraceutical and cosmetic company committed to supplying superior weight-loss and life style products. Call 702.479.2780 or visit truderma.com. (Photo courtesy of Matthew Consoli)



PC CHINITA MEXICAN BAR

Village Square, a property managed by Sentinel Village, welcomed Chinita Mexican Bar & Grill in 2013 to its already exciting roster of businesses. Visit govillagesquare.com.



JEWISH FAMILY SERVICE AGENCY

Inspired by the Jewish principle of “Tikkun Olam,” repairing the world one life at a time, Jewish Family Service Agency celebrated its new satellite location by supporting people of all backgrounds, providing professional social services to families and individuals in times of need. Call 702.732.0304 or visit jfsalv.org.



VEGASOFFICESUITES.COM

Vegasofficesuites.com commemorated its grand opening at 8565 S. Eastern Ave. It is one of Las Vegas' newest all inclusive flat fee executive suites. Call 702.353.5300 or visit vegasofficesuites.com.

ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



ASSOCIATED SUPPLY COMPANY, INC.

Associated Supply Company, Inc. celebrated more than 20 years in Las Vegas as a leading seller of printer ink cartridges, toner cartridges, ribbons, copier toners and related office supplies. Call 702.739.8129 or visit associatedsupply.com.



COBALT DATA CENTERS

Cobalt Data Centers is unveiling its new 34,000-square-foot, 5.5 megawatt location that will offer more than 450 cabinets and power capacities up to 600 watts per square foot. The data center will be used for colocation, cloud computing and managed services. Call 702.522.DATA(3282) or visit cobaltdatacenters.com.



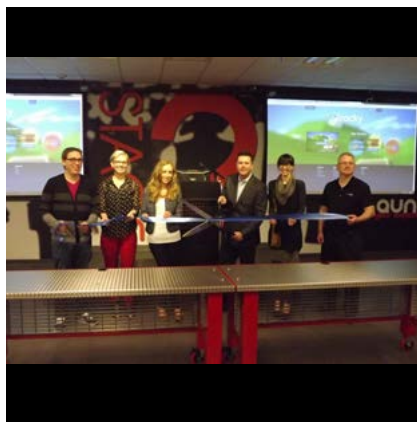
I LOVE LV BRAND

I Love LV Brand celebrated its formal debut with the Metro Chamber in front of the world-famous "Welcome to Fabulous Las Vegas" sign. For more information, visit ilovelvbrand.com.



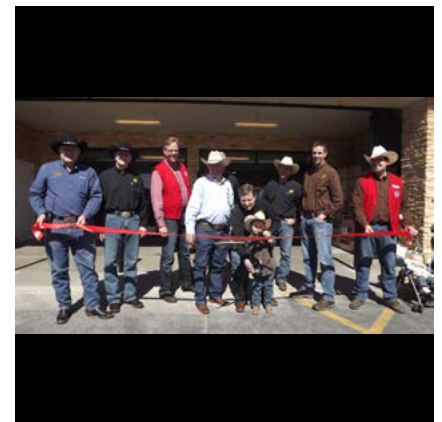
EL LANGUAGE OF SPACE

Language of Space celebrated its membership with the Metro Chamber. It is an innovative design firm experienced in accelerating business performance through intention-design of workspace environments. Its expertise includes Feng Shui, business advisory and management profiling. Call 310.338.0688 or visit languageofspace.com



TRACKY

Tracky celebrated its inception at 6795 Edmond St. It is an open social collaboration and the first of its kind, allowing one to simultaneously work on personal, professional and social tasks in the same place. In addition to three levels of privacy, one can also publish public information to his or her favorite social networks. Visit tracky.com.



C-A-L RANCH STORES

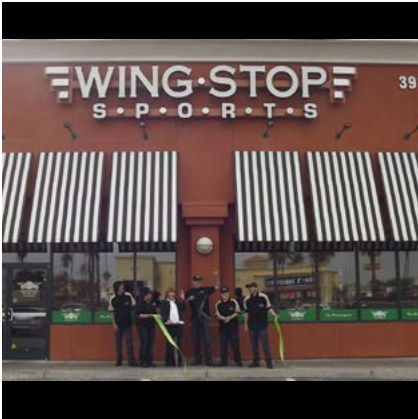
C-A-L Ranch Stores commemorated its grand opening at 232 N. Jones Blvd. C-A-L Ranch has a wide variety of merchandise, including sporting goods, hardware, garden and pet supplies, livestock and poultry food and supplies, as well as equine, auto, western and work clothes and boots. Visit calranch.com.

SPONSORED BY:

PC - President's Club

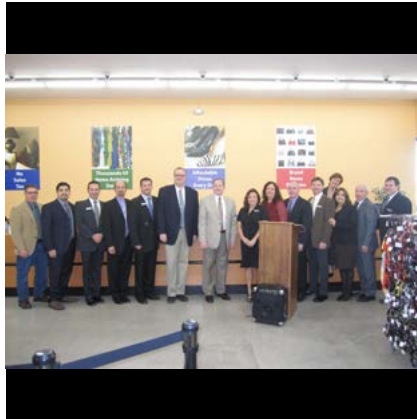
EL - Executive Level

\$ - Chamber Member Discount



WINGSTOP SPORTS

Wingstop Sports, a new Wingstop concept offering an expanded menu and dining area, celebrated its grand opening at 3910 S. Maryland Pkwy. It offers cooked-to-order classic and boneless wings, appetizers, salads, sandwiches and desserts. Wingstop Sports' motto is 'your sport, our field.' Call 702.432.9464 or visit wingstop.com



GOODWILL OF SOUTHERN NEVADA

Goodwill of Southern Nevada celebrated the opening of its relocated Nellis location. Goodwill has a total of 11 retail store & donation centers, and more than 30 donation centers throughout Southern Nevada. For more information, visit sngoodwill.org.



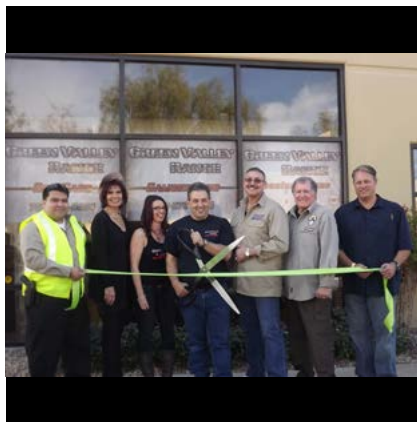
MONTESSORI VISIONS ACADEMY

Montessori Visions Academy commemorated its new solar panels at 3551 E. Sunset Rd. Montessori Visions Academy guides students to academic excellence from infancy to 12th grade. Call 702.451.9801 or visit montessorivisions.com.



PC J.P. MORGAN CHASE

J.P. Morgan Chase commemorated its 50th Chase branch in Nevada at 9350 Sun City Blvd. with local dignitaries and J.P. Morgan Chase staff. This branch boasts two drive-through windows with teller service that include golf cart access. Call 702.352.0397 or visit chase.com.



GREEN VALLEY RANGE

Green Valley Range celebrated its grand opening at 175 Cassia Way, Ste. A-1110 in Henderson. It is a new and exciting upscale indoor shooting range available for special events and themed shooting nights. Call 702.979.9494 or visit greenvallयरange.com.

FEATURED BROKER:



Since 1952, Assurance, Ltd. has been assisting their business partners throughout Nevada and across the U.S. in developing unique solutions to protect assets, reduce cost of risk, and increase profitability.

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vegas young professionals

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save the date for white hot 8!

Vegas Young Professionals' signature annual affair is back, taking over the newly-remodeled ghostbar at Palms Casino Resort. Don't miss one of the first opportunities to see the Vegas hotspot as you dress in your coolest summer whites for VYP's hottest night of networking, business building and connecting! Save the date now for White Hot 8, from 7:00 – 9:00 p.m. on Thursday, August 15. To register or get more information, visit VegasYP.com.



W

hen naming your business, it's important to check the public records to be sure there isn't any other business already using the name.

I received a call from a client who wanted to use the plural version of a name already in use for the exact same business. In support of his using the name, he said that the city business license bureau was willing to issue him a license.

It's not the job of licensing bureaus to check to see if the name is already in use. In fact, if you end up getting a license under a name already in use, the first company can come after you for infringing on their name.

To clarify, you don't have to actually register a trademark in order to have some protection against someone else using it. You only have to use it in "commerce," which means you actually have to use it in conducting your business, and you have some protection. Granted, registering it does provide additional protection.

Finally, you cannot steal a name from someone already using it by registering it. Simply by virtue of using the name in commerce, they have established intellectual property rights in the name. Any attempt to steal it will most likely trigger a lawsuit.

How do you know if the name you want is already taken? Google it first. Then check the business license bureaus of the city in which you are doing business, the Secretary of State (<http://nvsos.gov/>), and the county DBA database (clarkcountynv.gov). By taking the proper precautions, you can safeguard your business' first impression with customers: its name.

By: Gina Bongiovi, Managing Partner, Bongiovi Law Firm, VYP Advisory Council member

VYP is the largest Young Professionals Organization in Nevada. It is the ideal organization to make new business contacts, to gain a unique perspective on the Southern Nevada business community and to further your professional development. For more information visit VegasYP.com.



More than 150 VYP members kicked up their heels to do business at Stoney's Rockin' Country at Town Square. VYP's monthly fusion mixer brought together individuals from a variety of industries to meet, connect and expand their professional networks.

member insights

THE METRO CHAMBER JUST REVEALED THE BIZBUG AND ITS CHAMBER ON THE MOVE INITIATIVE. HOW DOES YOUR BUSINESS “TOOT” ITS OWN HORN?

Beyond PR, newsletters and social media, which are still great, work with vendors/supporters who can help spread your message. Provided it's appropriate and makes sense, highlight what others are doing on your Facebook page or via Twitter and ask them to highlight your business. It's like a friend recommending you.

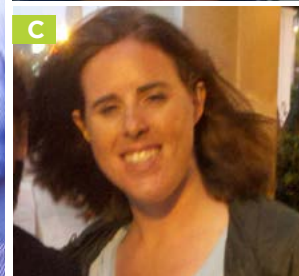
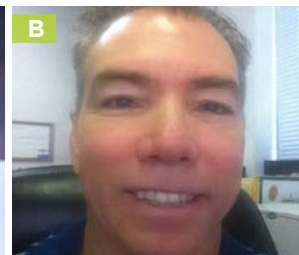
[Patrick Bryant, Director of Special Events & Catering, Michael Corrigan Restaurant Group \[A\]](#)

At TheOfficeSquad® we like to stand out and be remembered. Whether it's wearing a classy “bling” shirt or handing out challenge coins encouraging all business owners to unite for success, we make an impression by who we are. This is tooting our horn TheOfficeSquad® way.

[Dida Clifton, CEO/Founder, TheOfficeSquad.com](#)

We reward our clients for their referrals. If an existing client refers someone to us then we will reward the existing client with a credit on his or her account equal to 10% of what his referral pays us. **[B]**

[Jimmy D. Epley, President/Enrolled Agent, JD's Tax & Financial Solutions](#)

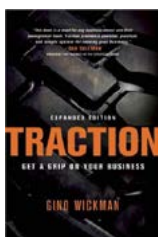


We don't have a Biz Bug, but we have been hosting the Textbroker Road Show to meet our freelance authors across the country. Locations have included New Orleans and Chicago, and will continue with New York and Las Vegas in October. Attached is a photo of our author Whitney and me from our New Orleans Road Show. **[C]**

[Christina Zila, Director of Communications, Textbroker International](#)

add these to your queue

BOOK



GET A GRIP BY GINO WICKMAN & MIKE PATON - Along with some great new concepts, it's a fantastic synthesis of many other great business books I've read over the years.

- Jeff Grace -
President/CEO -
NetEffect

WEBSITE



FREEGAL - The Library District's free music download service from LVCCLD.org. You can download up to 5 songs a week from over 10,000 labels including the Sony Music Catalog and keep them forever. - Jeanne Goodrich - Executive Director - Las Vegas-Clark County Library District

APP



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EGGS & ISSUES



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JULY 29, 2013

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